Marketing & Media Manager EU

Reports to: Alfred VP Customer Team (International)

Department: Alfred Publishing Co (UK) Ltd, Harlow

FLSA Status: N/A

Prepared/Revised Date: 14/11/2018

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**General Summary:**

To work with the Alfred VP Customer Team (International) to improve and develop sales and marketing strategies to support retail and wholesale sales for Alfred in Europe and Internationally.

To maintain and improve trade relationships and to increase Alfred EU’s profile in the commercial and public sector by increasing trade customer base, and widening current client profile including new markets i.e. Book-trade; Music Services; Non-Sheet music Shops; on-line retail; direct sales

To regularly feedback information to the team at Alfred EU, to help create and identify market trends and new opportunities for acquisitions and/or promotions.

Improve the on-line digital profile including looking at increasing revenue streams including revising website performance and structure.

To organise and manage both B2B and B2C trade exhibitions

To develop an integrated media & marketing strategy that works to support hard-copy promotions and website promotions to trade and end-users.

**Core Functions:** (list duties or responsibilities)

**1. Marketing Strategies Alfred EU:**

* + Liaising with Alfred Sales staff and FMD (Faber Music Distribution) to provide support and data for their sales and marketing team
  + Work with key accounts particular to Alfred Music for joint promotions.
  + Handle meetings with key accounts at trade conventions
  + Together with Alfred EU sales team determine optimum discount scales and best pricing policies to maximise profits.
  + Work with Alfred EU team to create sales initiatives for business development (discount offers/promotions/scalable trade terms)
  + Work with design team to prepare and create sales materials (VIP News; AI Sheets: Flyers)
  + Work with dealers for ‘in-store’ promotions
  + Identify opportunities for Workshops/Clinics at trade dealers or Music services for Alfred
  + Work with Alfred EU management team in planning marketing strategy, both long-term and ‘line of sight’.
  + Work with Alfred EU management team planning sales targets for long-term and ‘line of sight’.

**2. Data Feedback Alfred EU:**

* Attendance at regular meetings to discuss immediate scheduling
* Attendance at regular meetings to discuss budget requirements and use
* To discuss and agree promotions (in-store promotions/workshops)
* To discuss and agree materials (VIP News/AI Sheets/Flyers)
* To discuss and agree areas for joint development (workshops/music service initiatives)
* To arrange meetings at key accounts where necessary
* To work with Logistics to arrange import of extra stock to meet ‘field’ promotions where necessary

**3. Sales Data Feedback Alfred LLC:**

* Attendance at regular meetings (tele-conf) with Alfred USA as required
* Attendance at sales meetings with FMD as required
* Attendance at regular sales meetings as part of Alfred EU as required
* Liaison with Alfred US for promotions and materials including web files/data
* Liaison with Alfred DE for promotions and materials including web files/data

**4. B2B and B2C Exhibitions/Workshops:**

* To organise and manage Trade and Customer exhibitions
* To collaborate with Alfred DE for joint exhibitions
* To agree stock quantities and work with Operations team and FMD for delivery & collection
* To support and assist in the display and sale of Alfred product at exhibitions.
* To discuss and agree with Alfred team focused promotions for trade and public exhibitions
* To identify and agree with Alfred appropriate staff attendance at tradeshows
* To ensure all arrangements for Exhibitions are appropriate and cost effective.
* To arrange, budget and co-ordinate Alfred workshops in the EU and internationally. Including venues, dates, times.
* To arrange relevant marketing initiatives: invitations; materials; facilities to maximize workshop attendance.
* To ensure travel arrangements for workshop presenters (clinicians) are timely and appropriate.
* To budget for and report back on Workshops and Events costs/revenues.

**5. Media & Marketing:**

* Outline a flexible 12 month campaign for Emailers to Trade in accordance with broader UK marketing plan.
* Work with Design team to produce ‘paper’ materials to support trade and end-user campaigns: like Back-to-School; Christmas; Piano Rendezvous: in line with annual schedule
* Work with Design team to produce catalogues when necessary
* Liaise with US marketing team to acquire relevant materials for marketing in EU
* Develop schedule for materials to support trade and end-user campaigns: like Back-to-School; Christmas; Piano Rendezvous: in line with annual schedule
* Outline sporadic but timely campaigns for consumers: like Back-to-School; Christmas; Piano Rendezvous: in line with annual schedule
* Synchronise ‘on-line’ end-user promotions to match trade/end-user campaigns.
* Consider and implement website special offers (weekly, monthly as appropriate)
* Consider and evaluate option for ‘digital downloads’ on Alfred EU websites
* Use Twitter and Facebook to promote Alfred where appropriate
* Analyse the effectiveness of each of the above using data reports.
* Handle dealer enquiries for web data
* Assist in maintaining up-to-date web information with web development team.
* Develop schedule for on-line marketing materials including those associated with ‘paper’ marketing schedule in collaboration with EU team
* Develop and advertising schedule that maximises the effect per advert, including associated reviews and press releases.

**6. General tasks:**

* The post-holder is required to read, understand and abide by all the policies and procedures of Alfred UK, and, by association, Alfred Inc., and FM Distribution
* The above mentioned duties are neither exclusive nor exhaustive and the post holder may be required to carry out other such duties as are deemed appropriate for this post and which are within the post holder’s competence.
* This job description will be reviewed on an annual basis as part of the staff development processes within Alfred UK.

**Required Qualifications:** (list requirements in order of importance)

1. A good standard of word processing skills
2. Knowledge and ability with Microsoft Office; including Excel and Access
3. GCSE Maths and English
4. A good knowledge of Music (Grade V or equivalent) is desirable.
5. Strong organisational skills and the ability to manage information and data efficiently and effectively
6. Good communication skills: both oral and written
7. A high level of inter-personal skills. The successful applicant will be able to work in a professional manner with, colleagues and staff from within Alfred worldwide and FM Distribution their European Distributor, plus customers from the trade and private sector.
8. The ability to carry out work with the minimum of supervision, decide priorities, and use initiative.
9. A willingness to learn new computer software packages (training will be given) and use them effectively.
10. To be adaptable and flexible and to enjoy working as part of a team.

**Other Details:**

Salary: Competitive Hours: Mon-Fri 9.00am – 5.00pm (or equivalent)

Holiday: 20 working days increasing to 25 after 5 years continuous service, with Bank and public holidays normally observed in England and Wales.

**Work Environment:**

This job operates in a professional office environment that is well-lighted, heated, and/or air-conditioned with adequate ventilation and a noise level that is usually moderate. This role routinely uses standard office equipment such as computers, phones, photocopiers and filing cabinets.

All employees must comply with all safety policies, practices and procedures. Report all unsafe activities to your manager and/or Human Resources.

**Physical Demands:**

While performing the duties of this job, the employee is regularly required to sit and move about the facility; use hands to handle, or feel; talk by expressing ideas by means of the spoken word; and hear by perceiving the nature of sounds. The employee is occasionally required to stand, walk, and reach with hands and arms. The employee must occasionally lift and/or move up to 5 Kilos Specific vision abilities required by this job include close vision, distance vision, colour vision, peripheral vision, depth perception, and ability to adjust focus.